

## **Historic, Archive Document**

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# NOW is Best Time in 25 Years to Plant Fruit Trees

Right now and during the next 15 to 25 years will be the great money-making opportunity for the grower of Apples. Apple production in the United States is decreasing while at the same time the market is increasing. There are only about half as many Apple Trees in the United States as there were 25 years ago, with a 46 per cent increase in population.

Right now there are not enough apple trees being planted to take care of the annual removal — NONE TO TAKE THE PLACE OF THE MILLIONS THAT HAVE DIED IN PREVIOUS YEARS! This all adds up to bigger profits for the man who Plants Apple Trees and Other Fruit Trees Now!

## Grow Your Fruit--Cut Living Costs!

A Home Orchard is very easy to care for, and according to a Demonstration conducted by Prof. Talbert of the University of Missouri, no other area produces such high returns for the time and money as the Home Orchard. Fresh and Canned Fruit gives delicious variety to meals, adds to the health of the family and greatly cuts the cost of living.

To encourage the planting of a Home Orchard on every farm in America, we are offering these Bargain Collections of big 4-7 ft., 2 yr. old, Highest Quality Stark Trees. These Bargain Collections will Save You Money and Cut Your Cost of Living!

### 1/2 ACRE HOME ORCHARD

Collection No. 86 . . . ONLY \$17.50  
Regular Price \$23.55 . . . You Save \$6.05

Our best varieties, ripening from early to late.

- |                          |                             |
|--------------------------|-----------------------------|
| 1 Starking (T-M) Apple   | 1 Mont. Stark Cherry        |
| 1 Golden Delicious Apple | 1 Hal-Berta Giant Peach     |
| 1 Staymared Apple        | 1 Stark Early Elberta Peach |
| 1 Double-Life Grimes     | 1 J. H. Hale Peach          |
| 1 Golden Apple           | 1 Alton Peach               |
| 1 Winesap Apple          | 1 Mammoth Heath Cling Peach |
| 1 Early Red Bird Apple   | 1 Late Elberta Peach        |
| 1 Henry Clay Apple       | 1 Gold (Trade-Mark)         |
| 1 Summer Champion Apple  | 1 \$3,000 Plum              |
| 1 Jonathan Apple         | 1 Omaha Plum                |
| 1 Stark King David Apple | 2 Blue Grape                |
| 1 Black Tartarian Imp.   | 2 Red Grape                 |
| 1 Cherry                 | 2 White Grape               |
| 1 Stark Gold Cherry      |                             |

### Stark's Favorite HOME YARD Collection

No. 500 . . . ONLY \$5.80  
Worth \$8.80 — You Save \$3.00

- 1 Starking Apple Tree
- 1 Stark Early Elberta Peach Tree
- 1 Lincoln Pear Tree
- 1 Montmorency Cherry Tree
- 1 Omaha Plum Tree
- 1 Concord Grape Vine
- 6 Cumberland Raspberry Plants

Here is a Bargain Collection of Stark Highest Quality Fruit Trees which should appeal to every home owner in the country. Our fruit experts have included in this Home Yard Collection, Stark's favorite fruit varieties. This Collection will assure your family healthful tree-ripened fresh fruit all through the season. Greatly cuts living costs.

### Big COMPLETE 1 ACRE FARM HOME ORCHARD and VINEYARD

Collection No. 47 . . . ONLY \$39.00  
Regular Price \$58.25 . . . You Save \$19.25

Stark Finest Sorts, Ripening from Early to Late.

- |                                     |   |
|-------------------------------------|---|
| 2 Starking Apple                    | 1 Stark Gold Cherry                         |
| 2 Golden Delicious Apple            | 1 Black Tartarian Imp. Cherry               |
| 2 Staymared Apple                   | 1 Napoleon Cherry                           |
| 2 Jonared Apple                     | 1 Dyehouse Early Cherry                     |
| 2 Grimes Golden Apple (Double-Life) | 2 Montmorency Stark Cherry                  |
| 2 Stark King David Apple            | 1 Lincoln Pear                              |
| 2 Jonathan Apple                    | 1 Anjou Pear                                |
| 2 Stayman Winesap Apple             | 1 Hal-Berta (U. S. Patent) Peach            |
| 2 Early Red Bird Apple              | 1 Stark Early Elberta Peach                 |
| 1 Henry Clay Apple                  | 1 J. H. Hale Peach                          |
| 1 Yellow Transparent Apple          | 1 Burbank July Elberta (U. S. Patent) Peach |
| 1 Wilson Red June Apple             | 1 Elberta (Stark Strain) Peach              |
| 1 Jefferis Red Apple                | 1 Gold Plum                                 |
| 1 Early McIntosh Apple              | 1 Omaha Plum                                |
| 1 Summer Champion Apple             | 1 Elephant Heart Plum                       |
| 1 Wealthy Apple                     | 10 Concord Grape (2 yr.)                    |
| 1 Winesap Apple                     | 10 Diamond Grape (2 yr.)                    |
| 1 Stark Delicious Apple             |   |
| 1 York Imperial Apple               |   |
| 1 Montlate (U. S. Patent) Cherry    |   |

### New "HOME YARD" Orchard

Collection No. 51 . . . ONLY \$13.00  
Regular Price \$17.45 . . . You Save \$4.45

(When Ordering, Write "Collection No. 51, \$13.00")

- |  |                                   |
|--|-----------------------------------|
| 1 Golden Delicious Apple               | 1 Stark Early Elberta Peach       |
| 1 Starking (T-M) Apple                 | 1 Alton Peach                     |
| 1 Staymared Apple                      | 1 Montmorency Stark Cherry        |
| 1 Henry Clay Apple                     | 1 Stark Gold Cherry               |
| 1 Early Red Bird Apple                 | 1 Gold (Trade-Mark)               |
| 1 Wilson Red June Apple                | 1 \$3,000 Plum                    |
| 1 Hal-Berta Giant Peach (U. S. Patent) | 1 Stark Green Gage Plum           |
|  | 3 Grapes — 1 Red, 1 White, 1 Blue |

### GREAT HOME ORCHARD BARGAIN COLLECTION

No. S-39 . . . ONLY \$7.95  
Worth \$12.70 — You Save \$4.75

- 1 Starking Apple
- 1 Golden Delicious Apple
- 1 Early Red Bird Apple
- 1 Omaha Plum
- 1 Stark Early Gold Plum
- 1 Red Bird Cling Peach
- 1 Stark Early Elberta Peach
- 1 J. H. Hale Peach
- 1 Dyehouse Cherry
- 1 Montmorency Stark Cherry
- 5 Concord Grape Vines

All big, Highest Quality Stark Famous Trees. Varieties selected by Stark Fruit Experts to give you fruit ripening all season — from early to late.

### GOLDEN APPLE

Collection No. 31 . . . ONLY \$5.50  
Regular \$8.00 . . . You Save \$2.50

- 2 Stark Golden Delicious
- 1 Henry Clay (T-M)
- 1 Yellow Transparent
- 1 Wealthy
- 1 Stark Delicious
- 1 Grimes Golden (Dbl.-Lf.)

### RED APPLE

Collection No. 32 . . . ONLY \$6.00  
Regular \$8.50 . . . You Save \$2.50

- 2 Starking (Trade-Mark)
- 1 Staymared
- 1 Winesap
- 1 Early Red Bird
- 1 Stayman Winesap
- 1 Stark King David

### SILVER MEDAL Peach

Collection No. 8 . . . ONLY \$4.00  
Regular \$6.00 . . . You Save \$2.00

- 1 Red Bird Cling
- 1 Eureka Hardy
- 1 Alton
- 1 Illinois
- 1 Stark Summer Heath Cling
- 1 Stark Heath Cling

### GOLD MEDAL Peach

Collection No. 9 . . . ONLY \$4.50  
Regular \$6.10 . . . You Save \$1.60

- 1 June Elberta
- 1 Stark Early Elberta
- 1 Golden Elberta Cling
- 1 Late Elberta
- 1 J. H. Hale
- 1 Krummel October

### HOME APPLE Orchard

Collection No. 33 . . . ONLY \$9.00  
Regular \$11.95 . . . You Save \$2.95

- 2 Golden Delicious
- 2 Starking (Trade-Mark)
- 1 Grimes Golden (Dbl.-Life)
- 1 Henry Clay
- 1 Winesap
- 1 Staymared
- 1 Early Red Bird
- 1 Stayman Winesap
- 1 Stark King David
- 1 York Imperial



This photo shows one of these loaded trees in 1937.

## 5th Successive Profit Crop from 9-Year Old Trees

"Our Golden Delicious Trees began bearing in 1935, when only 4 years old and haven't missed a crop since.

"In 1936, despite the coldest, most prolonged winter on record, in our section, followed by late Spring frosts and the hottest summer with the most severe drouth in the memory of our oldest inhabitant, causing all other farm crops to fail, Golden Delicious again came through with a \$6400.00 crop which we sold right at the orchards."

"In 1937, 1938 and in 1939 these same Golden

Delicious trees were loaded with big, smooth, highest quality apples, which brought top market prices, and the fruit buds are already set for 1940 crop" reports Rising Springs Orchards, Pike County, Illinois.

The man who plants an orchard NOW, of up-to-date varieties, uses good trees, plants them right and cares for them properly, will have an investment that will be one of the best that he ever made.

A survey would show that the Farmer with a moderate size orchard to supplement his other farm crops almost without exception has a larger annual income. R. A. Kinsey of Pennsylvania in commenting on his increased income since he planted his orchard said:

"One Acre of Apple Trees Will Produce As Much Net Profit as 20 Acres of Grain, Hay or Potatoes."

## Add Beauty To Your Home With These Stark Bargain Collections

### 6 BIG 2-YEAR OLD EVERBLOOMING FIELD-GROWN ROSE BUSHES

Rose Collection BBX . . . ONLY \$3.60  
Regular Price \$5.10 . . . You Save \$1.50

1 Yellow Sunburst	1 Salmon-Pink Mrs. Chas. Bell
1 White K. A. Viktoria	1 Red Radiance
1 Copper Edith Nellie Perkins	1 Red E. G. Hill

### 6 BIG 2-YEAR OLD FIELD GROWN ROSE BUSHES

Rose Collection No. 110 . . . ONLY \$3.40  
Regular Price \$4.80 . . . You Save \$1.40

1 Yellow Gardenia	1 Pink Mary Wallace
1 Red Paul's Scarlet	1 White Silver Moon
1 Flesh Dr. Van Fleet	1 Copper Jacotte

### FLOWERING SHRUBS COLLECTION

Shrub Collection 101 . . . ONLY \$5.00  
Regular Price \$7.50 . . . You Save \$2.50

6 Spirea, Anthony Waterer	1-2 ft. size
4 Spirea, Thunberg	2-3 ft. size
8 Spirea, Van Houtte	2-3 ft. size
2 Spirea, Billard (Pink)	2-3 ft. size

### 6 FINE SHADE TREES

Shade Tree Collection E5X . . . ONLY \$6.85  
Regular Price \$9.85 . . . You Save \$3.00

2 Silver Maple	6-8 ft. size
1 Norway Maple	5-6 ft. size
1 American Elm	6-8 ft. size
1 Chinese Elm	6-8 ft. size
1 Weeping Willow	4-6 ft. size

## FREE TREES Sales Directors' Week March 4th to 9th

During Sales Directors' Week, we offer FREE TREES opposite the Trees you Buy. These Free Trees are the same high quality Trees as the Ones you buy. Orders are for Spring 1940 Delivery — trees to be bought at "Each" or "10" rate.

Buy as many as you wish at Each, or 10 Rate Prices and get the same number FREE of Varieties opposite the ones you buy. Please write your Free Trees on your regular order and mark them FREE.

BUY THESE in 4-7 Foot Size

### APPLE

GET THESE in 3-5 Foot Size FREE

STARKING Apple	STAYMARED Apple
GOLDEN DELICIOUS Apple	GOLDEN DELICIOUS Apple
SCARLET STAYMARED Apple	GOLDEN DELICIOUS Apple
MCINTOSH Apple	MCINTOSH Apple
BALDWIN Apple	DELICIOUS Apple
STARK KING DAVID Apple	CORTLAND Apple

BUY THESE in 4-7 Foot Size

GET THESE in 3-4 Foot Size FREE

STARKING Apple	HAL-BERTA GIANT Peach
JONARED Apple	BURBANK JULY ELBERTA Peach
DOUBLE-RED ROME BEAUTY Apple	SOUTH HAVEN Peach
YELLOW TRANSPARENT Apple	JUNE ELBERTA Peach
WINESAP Apple	RED BIRD CLING Peach

BUY THESE in 4-7 Foot Size

### CHERRY

GET THESE in 3-5 Foot Size FREE

MONTEARLY Cherry	JONATHAN Apple
MONT. STARK Cherry	STAYMARED Apple
STARK GOLD	GOLDEN DELICIOUS Apple
LAMBERT Cherry	STARKING Apple

BUY THESE in 4-7 Foot Size

### PEAR and PLUM

GET THESE in 3-4 Foot Size FREE

ELEPHANT HEART Plum	J. H. HALE Peach
GREAT YELLOW Plum	HAL-BERTA GIANT Peach
EARLY GOLD Plum	J. H. HALE Peach
BIG MACKEY DANSON Plum	J. H. HALE Peach
LINCOLN Pear	SECKEL Pear (3-5 ft.)
SECKEL (Sugar) Pear	LINCOLN Pear (3-5 ft.)
ANJOU Pear	LINCOLN Pear (3-5 ft.)

BUY THESE in 4-7 Foot Size

### PEACH

GET THESE in 3-4 Foot Size FREE

HAL-BERTA GIANT Peach	HAL-BERTA GIANT Peach
JULY ELBERTA Peach	JULY ELBERTA Peach
J. H. HALE Peach	J. H. HALE Peach
GOLDEN JUBILEE Peach	GOLDEN JUBILEE Peach
GOLDEN ELBERTA CLING Peach	GOLDEN ELBERTA CLING Peach
JUNE ELBERTA Peach	JUNE ELBERTA Peach
SOUTH HAVEN Peach	SOUTH HAVEN Peach
STARK EARLY ELBERTA Peach	STARK EARLY ELBERTA Peach
BELLE OF GEORGIA Peach	BELLE OF GEORGIA Peach

BUY THESE

### BURBANK VARIETIES

GET THESE FREE

Royal Walnut 4-5 ft. size	ROYAL WALNUT 1½-2 ft. size
ORCHID Double Flowering Peach	ORCHID Double Flowering Peach

BUY THESE

### SHRUBS and ROSES

GET THESE FREE

Regel Privet	Morrow Honeysuckle
Rosa Rugosa	Tamarix Africa
Spirea Thunberg	Deutzia Scabra
Spirea Van Houtte	Forsythia Intermedia
Common Snowball	Sweet Mockorange
Thornless Barberry	Thornless Barberry
Grass & Teplitz Rose	Snow Queen Rose
Burbank Copper Climber Rose	Burbank Copper Climber Rose
Burbank Snowwhite Climber Rose	Burbank Snowwhite Climber Rose

In case the supply of any Free Stock offered should become exhausted, our Experts will select another of equal or greater value.



# YOUR Opportunity To WIN \$100.00 CASH First Prize!

YOU ARE INVITED TO JOIN IN THE FUN OF SALES DIRECTORS' WEEK CONTEST! You are offered the OPPORTUNITY TO WIN \$100.00 GRAND CASH PRIZE or one of the other Cash Prizes offered to our customers during this big week. IT'S EASY TO ENTER! Here's all you have to do:—

Just finish the sentence

"I Prefer Stark Trees" because \_\_\_\_\_

(Complete the above sentence in 25 words or less)

## Helpful Hints On Winning

You may "Prefer Stark Trees" because they are BACKED BY the combined EXPERIENCE OF FIVE GENERATIONS of Stark Nurserymen and Orchardists. The tested best methods of growing Nursery Stock has been handed down from father to son through a period of 124 years.

You may "Prefer Stark Trees" because each variety is propagated from a proven Record-Bearing Strain or Original Tree Strain. This guards against weak growing and inferior strains creeping into our propagation and gives you YOUNGEST BEARING and HEAVIEST BEARING STRAIN TREES.

You may "Prefer Stark Trees" because each kind of Nursery Stock is grown in soils and climates PARTICULARLY ADAPTED TO THAT PARTICULAR KIND OF NURSERY STOCK. Stark growing plants are located in eight different sections in seven different states.

You may "Prefer Stark Trees" because Stark Trees are dug by Stark Patented Tree Digger which GOES DOWN DEEP and GENTLY LIFTS THE TREE OUT WITHOUT INJURY TO THE BIG HUSKY ROOT SYSTEM.

You may "Prefer Stark Trees" because they are carefully dug and then immediately loaded into covered trucks which protect them from wind and sun and rushed to cool packing houses.

You may "Prefer Stark Trees" because 5 INSPECTIONS PROTECT YOU AGAINST INFERIOR TREES. Stark trees are first graded at the Growing Plant by the Manager. On arrival at the Nursery, when your order is ready for packing they are inspected by the Chief Order Filler — then by our Chief Inspector and finally by our Order Checker Superintendent.

You may "Prefer Stark Trees" because Stark Trees are kept in perfect dormant planting condition and carefully packed to reach you FULL-OF-LIFE AND READY TO IMMEDIATELY START VIGOROUS, THRIFTY GROWTH.

You may "Prefer Stark Trees" because you can OBTAIN ONLY FROM STARK BRO'S the highest quality varieties which bring top market prices such as Starking, Golden Delicious, Jonared, Scarlet Staymared, Staymared Apple Trees, Hal-Berta Giant, Burbank's July Elberta, Stark Early Elberta Peach Trees, Montclare, Stark Gold Cherry Trees, all of Luther Burbank's New and Patented Creations.

You may "Prefer Stark Trees" because the Plant Wizard, Luther Burbank, selected Stark Bro's Nurseries as the logical firm to carry forward his great work.

You may "Prefer Stark Trees" because you know that it is TRUE ECONOMY TO PLANT ONLY THE BEST Fruit Trees, Flowering Shrubs and Roses.

You may "Prefer Stark Trees" because Stark High Quality Exclusive Varieties such as Golden Delicious Apple will make you dollars while other crops make you dimes.

You may "Prefer Stark Trees" because Stark Bro's have a record of FAIR AND SQUARE DEALINGS WITH ALL THEIR CUSTOMERS FOR A PERIOD OF MORE THAN 124 YEARS.

You may "Prefer Stark Trees" because hundreds of AMERICA'S MOST SUCCESSFUL ORCHARDS ARE PLANTED EXCLUSIVELY TO STARK TREES.

You may "Prefer Stark Trees" because the big husky root systems of STARK TREES ASSURE YOUR ORCHARD A GOOD, HEALTHY FOUNDATION.

You may "Prefer Stark Trees" because your father or grandfather found Stark Trees the best.

You may "Prefer Stark Trees" because a neighbor gathers big cash crops from Stark Trees when other crops are failures.

You may "Prefer Stark Trees" because "Stark Trees Bear Fruit."

These are JUST A FEW of the many reasons why Stark customers "Prefer Stark Trees." You probably have many more reasons as good or better in mind right now.

## Just Look At These Big Stark Trees

I went down to our Packing House the other day to look over the Fruit Trees, Shade Trees, Shrubs and Roses which we are sending to our customers this Spring. In all my 40 years of experience in selling the highest quality trees it is possible for Stark Nurseries to grow, I never have seen FINER, HUSKIER, BIGGER ROOTED TREES.

I had a picture taken of a bunch of these trees picked at random and I just wanted you to see them. Let me have the pleasure of selecting some of these fine trees, Flowering Shrubs and Roses for you to plant this Spring. They will surely please you.



### Stark Bro's Nurseries and Orchards Co. (ESTABLISHED 1816) General Nurserymen

Louisiana, Mo.

Dear Friend:

The week of March 4th to 9th inclusive has been set aside here at Stark Nursery Headquarters as SALES DIRECTORS' WEEK.

All during that week the Mail Order Sales Department and the Salesmen's Sales Department will engage in a Sales Battle Royal to decide the Sales Championship for the year 1940.

Honor and Glory and the Championship Cup for 1940 will go to the Winning Department! Gifts are offered! It will be the most exciting week of the year here. Every member of the Mail Order Department is looking to me to lead our Department to victory! I don't want to disappoint them, so I am asking for your help and co-operation.

We want you to join in the fun of this Sales Directors' Week Contest too! Therefore, we are offering you the opportunity to join in the Contest for Stark Customers — an opportunity that may bring you \$100.00 in Cash!

All you have to do is to complete the sentence

"I Prefer Stark Trees because \_\_\_\_\_", completing the sentence in 25 words or less — and mail your entry attached to your cash order of \$3.00 or larger to reach us during Sales Directors' Week — March 4th to 9th inclusive. Send in the best reason and win \$100.00 in Cash!

You indicated that you need some Stark Nursery Stock this Spring, and I hope that you will send in your order to reach me during this big Contest Week — March 4th to 9th inclusive. I will personally select your trees and ship them to you at the proper time for planting in your section.

Won't you join in the fun of this exciting Contest? You may win \$100.00 — or one of the other Cash Prizes! All of us here in the Mail Order Department will appreciate your co-operation and help.

Sincerely yours,

*[Signature]*  
Manager,  
Mail Order Sales Department.

ABH:D

P. S. Sometime ago a friend sent me an apple Slicer and Corer which, with one movement, removes the core and slices the apple in eight uniform pieces. It is made of Stainless Steel, and Mrs. Howell is so delighted with the time and labor this Gift has saved her that I want to send you one FREE in appreciation of your co-operation in taking part in this Contest during the big week. Whether you win the Grand Prize of \$100.00 or one of the other Cash Prizes or not, you will get one of these handy stainless steel Apple Corers and Slicers absolutely FREE!

Attach your entry to your \$3.00 or larger Order for Stark Nursery Stock — and mail it so it will reach us here at Louisiana during Sales Directors' Week — March 4th to 9th inclusive.

## You May Win \$100.00 In Cash!

Your entry may win Grand Prize of \$100.00 in Cash or one of the other Cash Prizes! Join in the fun of this Sales Directors' Week Contest. Help our Mail Order Department to win the honor and glory of the Championship Cup for 1940.

Remember the dates — Week of March 4th to March 9th inclusive.

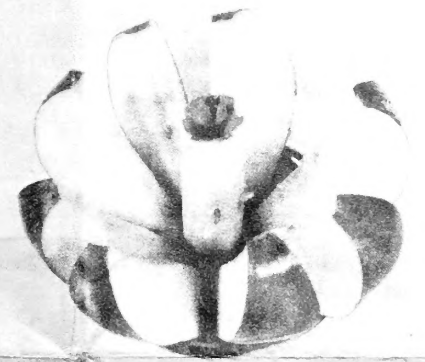
## A Free Gift for Everybody



Whether you take part in the Big Cash Contest or not, every Stark customer who sends in his order during Sales Directors' Week — March 4th to 9th will receive one of these STAINLESS STEEL APPLE CORERS AND

SLICERS absolutely Free. JUST ATTACH THE COUPON TO YOUR ORDER!

EVERY WOMAN WILL WANT ONE OF THESE STAINLESS STEEL APPLE CORERS AND SLICERS! With one motion Apples are sliced and cored ready for pies, salads, fried apples, etc.



## 11 Big Special Cash Prizes \$100.00 Cash -- FIRST PRIZE!

### Follow These EASY RULES

These simple, easy Rules apply:—

1. Simply complete the following sentence in your own words: "I Prefer Stark Trees because \_\_\_\_\_"

(Complete above sentence in 25 additional words or less)

Write on Entry Blank at the bottom of this page and attach your Entry to your \$3.00 or larger Order for Stark Trees, Shrubs, Roses, etc. and mail it to reach us during Sales Directors' Week — March 4th to March 9th inclusive.

2. \$100.00 in Cash as FIRST PRIZE will be awarded the Stark Customer who sends in the BEST statement. And TEN (10) ADDITIONAL CASH PRIZES of \$5.00 each will be awarded to TEN (10) different Stark Customers who send in the ten (10) NEXT BEST statements.

In awarding the prizes, the judges' decision shall be final. Only one entry can be sent in by a Customer. Duplicate prizes will be awarded in event of ties. All entries become the property of Stark Bro's. This contest is for Stark Customers Only. No employee or Salesman of Stark Bro's is allowed to enter this Contest.

3. All entries must be mailed to reach us not later than Mid-night Saturday, March 9th, 1940.

4. Judges will select the prize winning entries on the basis of Originality, Sincerity and Aptness in stating why you Prefer Stark Trees. Penmanship and fancy entries do not count extra.

### USE THIS ENTRY BLANK

Stark Nurseries,  
Louisiana, Mo.

Here is my entry. I also attach my Cash Order for Stark Nursery Stock in the amount of \_\_\_\_\_

"I Prefer Stark Trees because \_\_\_\_\_"

(Complete above sentence in 25 additional words or less)

My name \_\_\_\_\_

St. or R. F. D. \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

I understand that I am also to get Stainless Steel Apple Slicer and Corer FREE.

## STARK NURSERIES

Louisiana, Mo.

Largest Nursery in the World -- 124 Years Old